MissionSite top unreached locations

Woodstock Cordova Linden MONTGOMERY, AL erside Roaer Prichard Hueytown Newville CENSUS TRACT: 01101003301 Holly Pond Multiply comb Grimes Pelham Coker Came REGION: South Central Region Sville CONGREGATIONAL CARE AND A COKER CAME AND A COKER CAME AND A COKER AND A CO Ridgeville Gulf Shores Geraldine Harpersville MounDISTRICT: 12: Central Black Belt District Payne OnyCOUNTY: Montgomeryow City Sylvan Springs Cal Thomaston Gurley Section Bakerhill F Intercultural Institute Arsenal Yellow Bluff PSITESCAPE: Suburbscapeod Glenwood Arley La DENNITY PATTERN: Kill Taylor Belk Theodore for Contextual Ministry ge Beach Smoke Rise **State Board of Missions** Convention Pleasant Grove Malvern Double Springs Ta State Board of Missions **Nabier Field** Hartserle

©Copyright 2011) Intercultural Institute for Contextual Ministryuma Meridianville Falkville West End-Cobb Town Valley

Pine Ridge

MissionSite (TM) Table of Contents

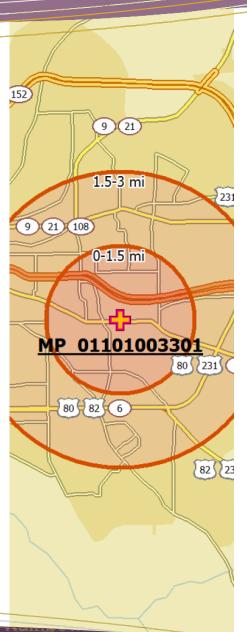
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Site Location Summary

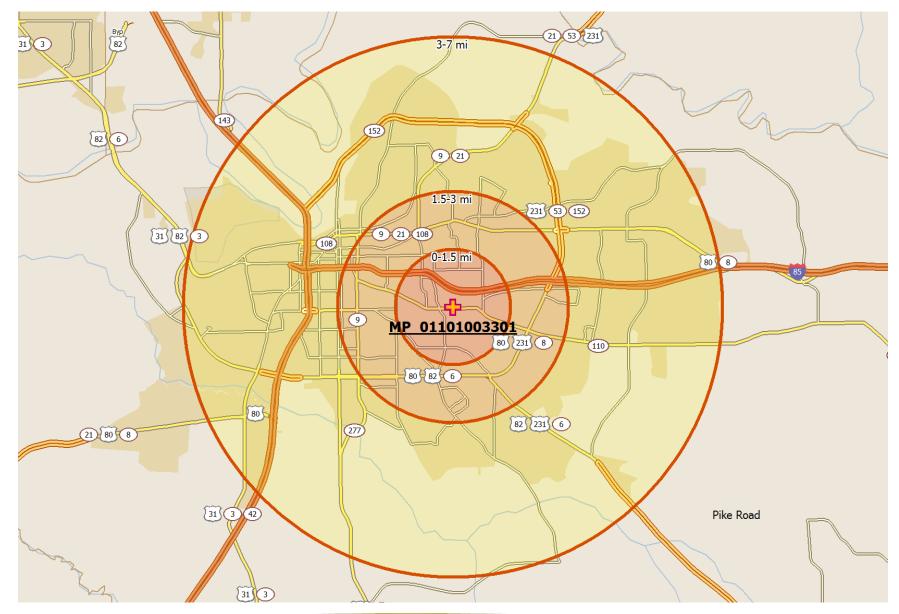
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1537	Montgomery
3	District	12	Central Black Belt District
4	County Location	01101	Montgomery
5	Zipcode	36106	Montgomery
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-50000



elika Brent Dozier Fulton West Blocton Libertyville Satsuma Vernon Bakerhill Fort Rucker Gulf Shore Creek Georgiana Talladega Springs Dutton Sheffield Trafford Brooksider Intercultural Institute ille Sylvan Springs Bessemer Billingsley Vredenburgh Lake View Emel Goldville Meridianville Luver Copyright 2011, Intercultural Institute for Contextual Ministry Bard Spanish Fort Sand Rock Daphne Mount Olive Lowndesboro Meadowbrook Onycha Union Coosada

Site Location Summary - Map of the Site Location



Gadaden Lockhart Grand Bay Millport Castleberry Weaver Sheffield Margaret Huntsville Kellyton Fa Frondale McIntosh Newbern Auburn Cardiff Cowarts Town Creek Je City Underwood-Petersville Pleasant Groves Oneonta Vredenburgh Grove for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

rd Petrey Gordon Nectar Hazel Green Headland West Jefferson Cullman Lake Purdy Hartselle Wilton kander City Woodstock Muscle Shoals Walnut Grove Gilbertown Hokes Pro Intercultural Institute of Aliceville Indian Springs Village Baileyton Goldville McIntosh Roanok For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	17,000	57,996	114,994
2010 Households	7,699	25,305	45,191
2010 Group Quarters Population	419	4,099	5,897

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	64	46	22
Language Diversity National Index	18	18	12
Foreign Born Diversity National Index	97	78	54
Ancestry Diversity National Index	25	7	9
Racial Diversity National Index	69	63	66

e View Dozier Black Sheffield Garden City Heflin Colony Redstone Arsenal Gadsden Glen Allen Unie Stocomb Auburn Prichard Talladega Faunsdale Blountsville Sumi <u>Intercultural Institute</u> Memphis Sheat St. Florian Carolina Benton Susan Moore Haleburg Talladega Sprin *Contextual Ministry* Heath Phe Copyright 2011, Intercultural Institute for Contextual Ministry Natural Bridge Pollard Center Point Cusseta Rockfor 6

Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

McIntosh Cullman Brantley Gordon Maytown Gu-Win Cuba Aliceville Alexandria Allgood Lynn Eth Heody Jemison Smiths Station Huntsville Meridianville Kellyton Opel Intercultural Institute Louisville Vredenburgh Brewton Montevallo Coffeeville Notasulga ©Copyright 2011, Intercultural Institute for Contextual Ministry Pennington Childersburg Dora Hokes Bluff Henagar 7

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,500	32.47%
Mainstay Communities	Established, Diverse Households	834	10.83%
Working Communities	Blue-collar, Working Families	2,556	33.2%
Country Communities	Rural, Agri. & Mining Families	23	0.3%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,109	14.4%
Urban Communities	High Density, Inner-city Neighborhoods	677	8.79%

ne Geraldine Sanford Black Gordon Babbie Owens Cross Roads St. Florian Edwardsville Clayhatchee Flockton Eldridge Jacksonville Glen Allen Providence Guntersville <u>Suin Boaz</u> Kimberly Dou Robertsdale Elmore Eva Rock Creek Hazel Green Midfield Waterloo (outextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.



Using the Site Location Summary

Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Sheffield Theodore Roanoke Silas Maplesville Gulf Shores Brewton Cowarts Littleville Tuscumbia G Castleberry Leeds New Site Baileyton Daphne Guin Level Plains Intercultural Institute Memphis Bay Minette Owens Cross Roads Brundidge Providence Report Confectual Ministry W Bluff Excel Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	64,240	5,429	8.45%
Unreached %	70.84%	70.52%	99.55
Religious But NOT Evangelical HH	21,627	1,522	7.04%
Religious But NOT Evangelical %	23.85%	19.76%	82.87
Spiritual But NOT Relig or Evang HH	7,049	749	10.62%
Spiritual But NOT Relig or Evang %	7.77%	9.72%	125.09
Not Evangelical, Not Interested HH	36,036	3,182	8.83%
Not Evangelical, Not Interested %	39.74%	41.33%	104.01





Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	51	15	29.41%
Active ALSBOM Attenders	11,001	5,996	54.5%
Active Evangelical Households	19,894	7,289	36.64%
Active Evangelical Percent	21.94%	22.09%	100.67
Inactive Evangelical Households	6,547	2,399	36.64%
Inactive Evangelical Percent	7.22%	7.27%	100.66
# New Churches Needed	0	2	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Heritage	1.17 mi	775	Plateauing	16	Highland Gardens	3.08 mi	110	Declining
2	Eastern Hills	1.29 mi	789	Plateauing	17	Valley Park	3.49 mi	62	Declining
3	McGehee Road	1.45 mi	187	Plateauing	18	Walk With Jesus Daily Ministries	3.60 mi	41	Plateauing
4	Highland Avenue	1.45 mi	164	Plateauing	19	Yarbrough Street	3.65 mi	115	Declining
5	Capitol Heights	1.65 mi	236	Declining	20	Lao New Life	3.85 mi	21	Plateauing
6	Morningview	2.05 mi	427	Declining	21	Gateway	4.03 mi	196	Plateauing
7	Cloverdale	2.07 mi	103	Declining	22	Chisholm	4.18 mi	114	Declining
8	Dalraida	2.14 mi	305	Plateauing	23	St. James Holt Crossing	4.26 mi	83	Declining
9	Hope Community Church	2.19 mi	60	Declining	24	Westside	4.31 mi	134	Plateauing
10	Faith and Grace	2.34 mi	25	Plateauing	25	Eastdale	4.34 mi	317	Declining
11	Eastmont	2.58 mi	1,068	Declining	26	Victory	4.42 mi	44	Growing
12	Central Community Church	2.61 mi	55	Declining	27	Pinedale	4.59 mi	58	Plateauing
13	Montgomery First	2.79 mi	1,358	Growing	28	Memorial Heights	4.75 mi	83	Declining
14	Ridgecrest	2.80 mi	444	Declining	29	Bible Missionary	4.96 mi	64	Growing
15	River Region Korean	2.83 mi	0	Plateauing	30	Taylor Road	5.36 mi	549	Growing

ourtland Dozier Gante West End-Cobb Town Dora Thorsby Billingsley Needham Midland City Blue Ride altern Brent Lincoln Forestdale Pine Apple Excel Columbia Rainbow Intercultural Institute sville Uniontown Elkmont Eva Fayette Franklin Sylvania Detroit Blue Ride Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

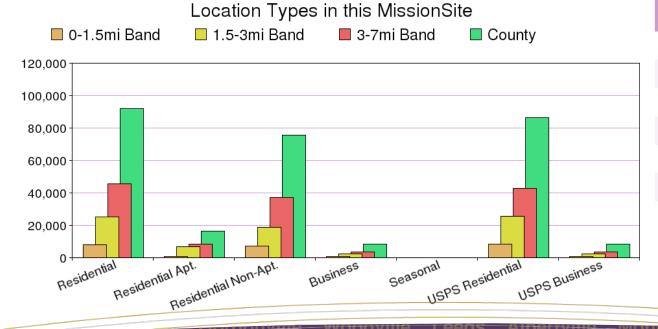
Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
- 3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Inut Grove Rockford Nectar Hanceville Section Libertyville Vernon Kimberly Detroit Pinckard Newber Hover Berry Silas Lockhart Prichard Selma Montgomery Gadsden Intercultural Institute Melle Faunsdale Odenville Gu-Win Highland Lake Tallassee Hollywood ForContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

	DEMOSCAPE	COUNTY	BAND	% OF CO
	1990 Population	209,085	20,909	10%
2010 Population 223,356 17,000 7.61% 2010 Households 90,681	2000 Population	223,510	19,397	8.68%
	2010 Population	223,356	17,000	7.61%

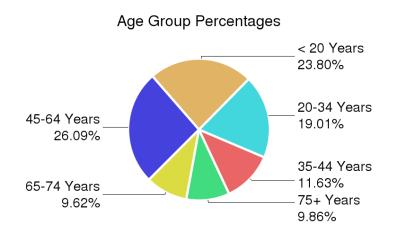


Location Type	0-1.5mi Band
Residential	7,881
Residential Apt.	726
Residential Non-Apt.	7,155
Business	860
Seasonal	0
USPS Residential	8,300
USPS Business	984

ville Repton Hackleburg Notasulga Florence Huguley Birmingham Mignon Winfield Bessemer Gurley Rainbow City Hueytown Franklin Warrior Bear Creek Magnolia Spring Reckford Vredenburgh Ber gewater Opp Harpersville Haleyville Cuba Collinsville Jacksons' Gap Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

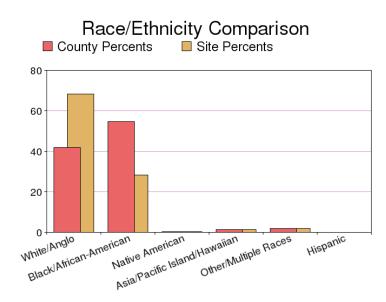


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.61%	4.89%	87.17
4-5 Years	2.83%	2.31%	81.63
6-8 Years	4.25%	3.65%	85.88
9-11 Years	4.09%	3.48%	85.09
12-13 Years	2.65%	2.4%	90.57
14-17 Years	5.55%	4.71%	84.86
18-19 Years	2.78%	2.34%	84.17
0-5 Years	8.44%	7.21%	85.43
6-12 Years	9.67%	8.34%	86.25
13-19 Years	9.65%	8.25%	85.49
< 20 Years	27.76%	23.8%	85.73
20-34 Years	22.88%	19.01%	83.09
35-44 Years	12.59%	11.63%	92.37
45-64 Years	24.02%	26.09%	108.62
65-74 Years	6.64%	9.62%	144.88
75+ Years	6.1%	9.86%	161.64
Median Age	35	43	124.29
Median Age (Male)	32	41	126.85
Median Age (Female)	37	45	122.4

The York Carolina Madrid Muscle Shoals Red Level Heath Gordo Hollywood Cedar Bluff Fairhope Spectra Payne Orrville Morris Alexander City Berry Maytown Enterprise Reveal Intercultural Institute Alabaster R sboro Foley Natural Bridge Bridgeport Bon Air Ragland Brighton Level Intercultural Institute Alabaster R ©Copyright 2011, Intercultural Institute for Contextual Ministry Geral 16

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	41.83%	68.27%	163.2
Black, African-American	54.56%	28.26%	51.8
Native American	0.28%	0.26%	95.36
Asian	1.41%	1.27%	90.24
Pacific Island, Hawaiian	0.04%	0.04%	78.83
Other/Multiple Races	1.87%	1.89%	101.07
Hispanic	0%	1.51%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	143,758	11,946	
Less than 9th Grade	4.05%	2.7%	149.81
No High School Diploma	10.81%	6.91%	156.52
High School Graduate	27.8%	23.27%	119.45
Some College, no degree	20.93%	21.32%	98.15
Associate Degree	6.2%	5.59%	110.86
College Degree	17.89%	24.28%	73.69
Graduate/Prof. degree	12.32%	15.92%	77.4

Graysville Sardis City Shiloh Fayette Hodges Grove Hill Mountainboro Tuscumbia Union Grove G The Reace City County Line Walnut Grove Louisville Benton Alexandric Intercultural Institute Madison Black Ragland Red Bay Birmingham Moulton Owens Cross for Contextual Ministry Centre Roa Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Mini

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.69%	4.81%	71.82
\$10,000 to \$19,999	14.05%	9.92%	70.63
\$20,000 to \$29,999	11.92%	10.17%	85.35
\$30,000 to \$49,999	19.89%	19.02%	95.61
\$50,000 to \$59,999	7.83%	7.6%	97.03
\$60,000 to \$69,999	6.57%	7.25%	110.24
\$70,000 to \$79,999	6.1%	6.82%	111.82
\$80,000 to \$89,999	5.07%	6.08%	119.81
\$90,000 to \$99,999	3.46%	4.6%	132.96
\$100,000 to \$124,999	6.51%	7.73%	118.7
\$125,000 to \$149,999	3.48%	5.69%	163.51
\$150,000 to \$199,999	3.4%	4.7%	138.16
\$200,000 to \$249,999	1.06%	1.75%	165.46
\$250,000 or more	1.97%	3.9%	198.18
Median Household	44,321	62,460	140.93
Average Household	63,576	89,626	140.97
Per Capita Household	27,275	40,614	148.91
Family/Non-Family Household			
Income			
Median Family Income	57,701	79,757	138.22
Average Family Income	77,283	110,548	143.04
Median Non-Family Income	30,897	39,527	127.93
Average Non-Family Income	40,525	54,504	134.49

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Theodore Silas Aliceville Bridgeport Alexandria Allgood Bayou La Batre Clayton Napier Field At defidianville Montgomery Somerville Gilbertown Harpersville Anniston <u>Maldo Falkville Arley</u> Brookwood Auburn Livingston Mulga Nectar Elberta Creola Cooperative Contextual Ministry sb Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A current year demographic summary of household types, houseing units and households by size and count by person for the site location appears at right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	62.71%	60.68%	96.77
Families with Children	32.38%	26.48%	81.79
Families without Children	30.33%	34.2%	112.75
Non-Family Households			
% Non-Family Households	37.29%	39.32%	105.44
Non-Families with Children	0.21	0.14	68.19
Non-Families without Children	37.08	39.17	105.65
Housing Units			Index
Total Housing Units	104,246	8,654	
Vacant percent	13.01%	11.05%	84.89
Owned percent	55.8%	62.81%	112.57%
Rented Percent	31.19%	26.14%	83.81
Households by Size			Index
Avg household size	2.33	2.15	92.27
Avg family hh size	3.07	2.86	93.16
Avg non-family hh size	1.07	1.07	100
Households By Count of Persons			Percent
One	30,810	2,794	9.07%
Two	27,478	2,630	9.57%
Three or Four	25,496	1,836	7.2%
Five+	6,897	439	6.37%

Lanett Lester Meridianville Forestdale Oak Grove Orange Beach Ranburne Foley Loxley Selma Un York Evergreen Talladega Springs Woodville Bear Creek Kinston Meridichange Eldridge Lynn E rne Munford Point Clear Ider Good Hope Cardiff Gantt Wedowee ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

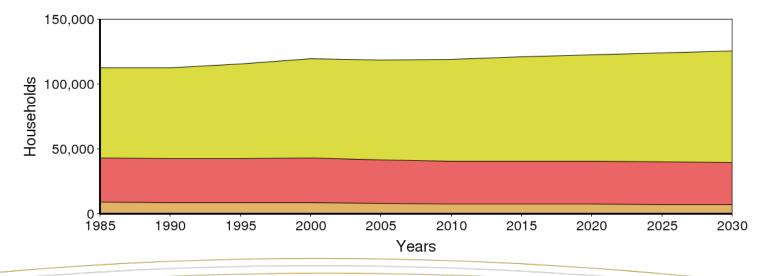
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	209,085	20,909	10%
2000 Population	223,510	19,397	8.68%
2010 Population	223,356	17,000	7.61%
2015 Population	219,578	16,055	7.31%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

📃 0-7mi Ring

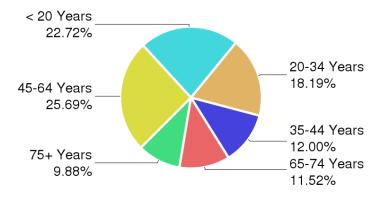


Clayton Fulton Valley Head Bayou La Batre Smoke Rise Saraland Pledmont Carrollton Libertyville Hill Ohatchee Coosada Gaylesville Mountainboro Clay Rosa Gurley Intercultural Institute Jackson Irondale Livingston Minor Uniontown Shiloh Oxford Sipsey for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bast Browton Hobson City Boligge Montesville Hamilton Eutaw Akron Boanoke Jacksonville Ardmon

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

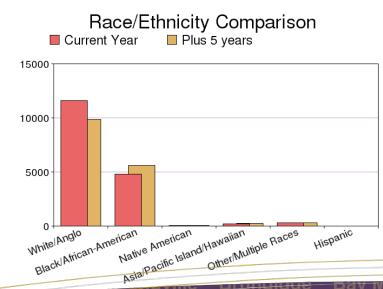


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.89%	4.45%	91
4-5 Years	2.31%	2.16%	93.51
6-8 Years	3.65%	3.5%	95.89
9-11 Years	3.48%	3.54%	101.72
12-13 Years	2.4%	2.5%	104.17
14-17 Years	4.71%	4.47%	94.9
18-19 Years	2.34%	2.11%	90.17
0-5 Years	7.21%	6.6%	91.54
6-12 Years	8.34%	8.28%	99.28
13-19 Years	8.25%	7.84%	95.03
< 20 Years	23.8%	22.72%	95.46
20-34 Years	19.01%	18.19%	95.69
35-44 Years	11.63%	12%	103.18
45-64 Years	26.09%	25.69%	98.47
65-74 Years	9.62%	11.52%	119.75
75+ Years	9.86%	9.88%	100.2
Median Age	35	44	128.29
Median Age (Male)	32	42	130.76
Median Age (Female)	37	46	125.92

Blue Springs Gordon Fulton Samson Cullman Talladega Springs Cottonwood Athens MountainBoro Houlton Pleasant Grove Lester Bay Minette Coker Jackson Lynn Intercultural Institute Phenix City Memphis Skyline Rockford Montgomery Harpersville Hould for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Carditic Decatur Oak Grove Blountsville Leighton McMullen

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	68.27%	61.41%	89.96
Black, African-American	28.26%	34.82%	123.21
Native American	0.26%	0.26%	98.83
Asian	1.27%	1.49%	117.65
Pacific Island, Hawaiian	0.04%	0.03%	88.24
Other/Multiple Races	1.89%	1.98%	104.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,946	11,587	
Less than 9th Grade	2.7%	2.28%	84.27
No High School Diploma	6.91%	6.11%	88.48
High School Graduate	23.27%	24.68%	106.07
Some College, no degree	21.32%	20.48%	96.06
Associate Degree	5.59%	6.16%	110.2
College Degree	24.28%	24.01%	98.87
Graduate/Prof. degree	15.92%	16.28%	102.23

Memphis Sheffield HeDonald Chapel McKenzie Vina Nectar Summerdale Hanceville Hollywood Tuske Ferian Deatsville Bear Creek Lipscomb Hokes Bluff Coffee Springs Synch Intercultural Institute Intercultural Institute Brilliant Silas V Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.81%	4.28%	89.13
\$10,000 to \$19,999	9.92%	9.78%	98.57
\$20,000 to \$29,999	10.17%	9.56%	94
\$30,000 to \$49,999	19.02%	17.85%	93.89
\$50,000 to \$59,999	7.6%	7.18%	94.53
\$60,000 to \$69,999	7.25%	7.17%	98.93
\$70,000 to \$79,999	6.82%	7.12%	100.55
\$80,000 to \$89,999	6.08%	6.6%	106.78
\$90,000 to \$99,999	4.6%	4.68%	101.68
\$100,000 to \$249,999	7.73%	8.23%	106.46
\$125,000 to \$149,999	5.69%	6.16%	108.35
\$150,000 to \$199,999	4.7%	5.2%	110.55
\$200,000 to \$249,999	1.75%	1.82%	103.53
\$250,000 or more	3.9%	4.13%	105.91
Median Household	62,460	65,612	105.05
Average Household	89,626	96,953	108.18
Per Capita Household	40,614	46,267	113.92
Family/Non-Family Household			
Income			
Median Family Income	79,757	84,574	106.04
Average Family Income	110,548	121,015	109.47
Median Non-Family Income	39,527	42,282	106.97
Average Non-Family Income	54,504	59,520	109.2

Double Springs Brookwood Horn Hill Carolina Fairhope McKenzie Talladega Springs Oxford Huntsville Hooresville Tallassee Garden City Westover Waterloo Haleburg Referent Hovandria Lake View Smith Snead Vredenburgh West Blocton Avon Auburn Millport Creola Contextual Ministry Weaver Mignon Phil Campbell Trinity Elberta Section eichton Domaston Sulligent Radiand Somerville Dodge City Vincent Newville Ozark Vernon Memph

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	60.68%	59.03%	97.28
Families with Children	26.48	24.79	93.6
Families without Children	34.2	32.4	94.74
Non-Family Households			
% Non-Family Households	39.32%	40.97%	104.2
Non-Families with Children	0.14	0.13	104.2
Non-Families without	39.17	40.84	104.25
Children			
Housing Units			
Total Housing Units	8,654	8,612	99.51%
Vacant percent	11.05%	11.09%	100.38
Owned percent	62.81%	62.68%	99.79
Rented Percent	26.14%	26.22%	100.31
Households by Size			
Avg household size	2.15	2.04	94.88%
Avg family hh size	2.86	2.73	95.45%
Avg non-family hh size	1.07	1.04	97.2%
Households By Count of			
Persons			
One	2,794	2,934	105.01%
Two	2,630	2,692	102.36%
Three or Four	1,836	1,686	91.83%
Five+	439	346	78.82%

City Harvest <u>Somerville</u> Brewton <u>Epos</u> Bay Minette <u>Pickensville</u> Twin <u>Montevallo</u> Hanceville Valle Fivan Springs Steele Concord Lakeview Tallassee Sipsey New Site <u>Intercultural Institute</u> Cordova Mount Vernon Gadsden Butler Winfield Ragland Benton <u>Jor Contextual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	415	1,109	2,737	Eastern Africa	Eastern Africa 2	Eastern Africa 2 10
Northern Europe	85	109	251	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	39	169	268	Northern Africa	Northern Africa 1	Northern Africa 1 4
Southern Europe	15	47	50	Southern Africa	Southern Africa 1	Southern Africa 1 9
Eastern Europe	15	66	82	Western Africa	Western Africa 4	Western Africa 4 74
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 13
Eastern Asia	13	64	433	Oceania	Oceania 1	Oceania 1 16
So. Central Asia	0	84	172	Caribbean	Caribbean 17	Caribbean 17 60
SE Asia	27	135	612	Central Amer.	Central Amer. 151	Central Amer. 151 126
Western Asia	7	38	54	South America	South America 16	South America 16 49
Other Asia	0	0	11	North America	North America 21	North America 21 36
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILE
English only	18,614	55,778	102,527	Other Indo-Euro	0	17	29
Spanish	411	1,152	2,149	Asian/PI languages	0	0	0
Other Indo-Euro	202	803	1,142	Chinese	0	15	314
language				Japanese	9	35	42
French (incl. Patois,	90	319	397	Korean	9	59	164
Cajun)				Mon-Khmer,	0	0	0
French Creole	1	4	5	Cambodian			
Italian	15	41	98	Miao, Hmong	0	0	0
Portuguese	27	5	22	Thai	0	4	222
German	42	196	257	Laotian	0	44	67
Yiddish	7	6	9	Vietnamese	25	16	81
Other West Germanic	1	11	64	Other Asian	0	34	59
A Scandinavian	0	0	26	Tagalog	6	70	173
Language				Other Pacific Is	0	5	59
Greek	1	113	29	Other languages	11	91	235
Russian	0	3	36	Navajo	0	0	0
Polish	0	11	5	Other Native N.	0	14	11
Serbo-Croatian	0	0	11	American			
Other Slavic Language	1	9	20	Hungarian	0	0	0
Armenian	0	0	20	Arabic	0	25	71
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	17	10	29	African languages	11	52	141
Hindi	0	46	85	Other unspecified	0	0	12
Urdu	0	12	0	-			

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Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	14,934	46,638	90,658	Irish	Irish 1,156	Irish 1,156 2,368
Arab	17	44	173	Italian	Italian 307	Italian 307 557
Armenian	9	9	7	Lithuanian	Lithuanian 48	Lithuanian 48 40
Austrian	28	18	21	Norwegian	Norwegian 84	Norwegian 84 211
British	176	229	369	Polish	Polish 96	Polish 96 219
Canadian	0	23	76	Portuguese	Portuguese 28	Portuguese 28 46
Croatian	0	14	20	Romanian	Romanian 3	Romanian 3 17
Czech	28	83	8	Russian	Russian 20	Russian 20 19
Czechoslovak	15	32	30	Scandinavian	Scandinavian 6	Scandinavian 6 49
Danish	19	69	58	Scotch-Irish	Scotch-Irish 616	Scotch-Irish 616 1,321
Dutch	109	289	356	Scottish	Scottish 594	Scottish 594 1,018
English	2,051	4,007	4,531	Slovak	Slovak 0	Slovak 0 27
European	269	440	807	Subsaharan African	Subsaharan African 80	Subsaharan African 80 434
Finnish	10	20	7	Swedish	Swedish 69	Swedish 69 178
French (not Basque)	349	612	783	Swiss	Swiss 47	Swiss 47 29
French Canadian	29	128	345	Ukrainian	Ukrainian 39	Ukrainian 39 37
German	841	1,999	3,309	US/American	US/American 3,399	US/American 3,399 5,915
Greek	19	119	25	Welsh	Welsh 71	Welsh 71 190
Hungarian	6	35	87	West Indian	West Indian 15	West Indian 15 106
Iranian	0	0	12	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 4,280	Other 4,280 25,687

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Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

Issues for Your Consideration

- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



Using the Demographic Indicators

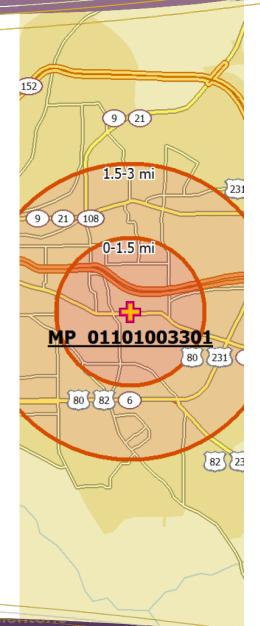
Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Lincoln Beaverton Midland City Harvest Chickasaw Grimes Cherokee Memphis Pennington Garde Fruithurst Black New Site Brookside Hurtsboro Lanett Lowndesboro Intercultural Institute ee Greensboro Munford Ranburne Colony Daleville Atmore Bay Mine Intercultural Institute or Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,699	100%	5,432	100%
AFFLUENT SUBURBIA	1,542	20.03%	1,118	20.58%
America's Wealthiest	410	5.33%	329	6.06%
Dream Weavers	186	2.42%	133	2.45%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	13	0.17%	11	0.2%
Enterprising Couples	30	0.39%	20	0.37%
Small Town Success	903	11.73%	625	11.51%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	958	12.44%	659	12.13%
Status Conscious Consumers	238	3.09%	167	3.07%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	605	7.86%	406	7.47%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	115	1.49%	86	1.58%
SM TWN SUCCESS	115	1.49%	79	1.45%
2nd City Homebodies	66	0.86%	47	0.87%
Prime Middle America	21	0.27%	14	0.26%
Urban Optimists	0	0%	0	0%
Family Convenience	28	0.36%	18	0.33%
Mid-Market Enterprise	0	0%	0	0%

kron Lipscomb Pollard Brilliant Lakeview Vincent Pickensville Robertsdale Powell Riverside Gadsde Hinor Colony Louisville Gu-Win Southside Samson Fultondale York Red Lovel Argo Lineville Na mondville Excel Elmore Georgiana Pell City Rainsville Gordo McKe Cartevial Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,699	100%	5,432	100%
BLUE COLLAR BACKBONE	377	4.9%	254	4.68%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	3	0.04%	2	0.04%
Small Town Endeavors	374	4.86%	252	4.64%
AMER. DIVERSITY	719	9.34%	504	9.28%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.18%	9	0.17%
Professional Urbanites	493	6.4%	356	6.55%
Urban Advancement	103	1.34%	69	1.27%
Amer. Great Outdoors	109	1.42%	70	1.29%
Mature America	0	0%	0	0%
METRO FRINGE	2,179	28.3%	1,502	27.65%
Steadfast Conservative	1,892	24.57%	1,297	23.88%
Moderate Conventionalists	20	0.26%	13	0.24%
Southern Blues	166	2.16%	117	2.15%
Urban Grit	101	1.31%	75	1.38%
Grass-Roots Living	0	0%	0	0%

Blountsville Clio Grimes Munford Indian Springs Village Ethelsville Guin Woodville Newbern Pell Cit Hurtsboro Gaylesville Hanceville Maytown Moundville Meadowbrook Intercultural Institute Red Level Jacksonville Stevenson La Fayette Weaver Fulton Cam Gor Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Blue Ridge Minor Midland City Clanton Souths 32

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,699	100%	5,432	100%
REMOTE AMERICA	14	0.18%	9	0.17%
Hardy Rural Fam.	14	0.18%	9	0.17%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,109	14.4%	835	15.37%
Young Cosmopolitans	317	4.12%	248	4.57%
Minority Metro Communities	792	10.29%	587	10.81%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	9	0.12%	6	0.11%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	9	0.12%	6	0.11%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Brookwood Elba Roanoke Baileyton Blue Springs Pinckard Leesburg Grimes Ashland Lanett Epes Gadsden Spanish Fort Akron Faunsdale Brent Fultondale Thorse Intercultural Institute st Point Wilsonville Abbeville Glen Allen Collinsville Rogersville Geral for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Co

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,699	100%	5,432	100%
STRUGGLING SOCIETIES	408	5.3%	277	5.1%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	408	5.3%	277	5.1%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	269	3.49%	189	3.48%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	231	3%	162	2.98%
Urban Diversity	1	0.01%	1	0.02%
New Generation Activists	35	0.45%	24	0.44%
Getting By	2	0.03%	2	0.04%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Abbeville <u>Gainesville Mignon Millport Kimberly Coosada</u> Vredenburgh Alexandria Wilton Brilliant pringville West Point Daleville Blue Ridge Centre Midfield Fruithurst <u>Monster Walnut Grove</u> Trinity cce City Satsuma Foley Moulton Redstone Arsenal Bakerhill Linden <u>For Contextual Ministry</u> Stevenson Ho **Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry**

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

- 1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

an Valley Head Crossville Hackleburg Goshen Bear Creek Riverview Scottsboro Valley Section Neck auga Rockford Muscle Shoals Lester Columbia Hazel Green Summerdal Center Point Onycha Chatch ian Emelle Athens Ranburne Eutaw Somerville Kimberly Tuscumbia ©Copyright 2011, Intercultural Institute for Contextual Ministry Gocopyright 2011, Intercultural Institute for Contextual Ministry Berger Prattville Waldo Homewood Moundville Orange Beach

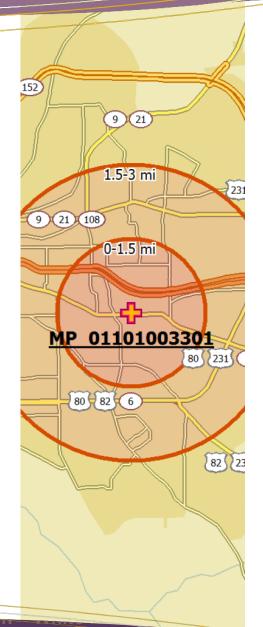
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



ant Collinsville Flomaton Mooresville Phil Campbell Beaverton Ranburne Good Hope Cullman Scottsbe Summerdale Aliceville Carbon Hill McDonald Chapel Redstone Arsenal Intercultural Institute Weaver aling Castleberry Bon Air Lexington Skyline Langston Deatsville The Intercultural Institute Elkmont Adam elicocopyright 2011, Intercultural Institute for Contextual Ministry Vredenburgh Meadowbrook Florence Hartselle Livin 36

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

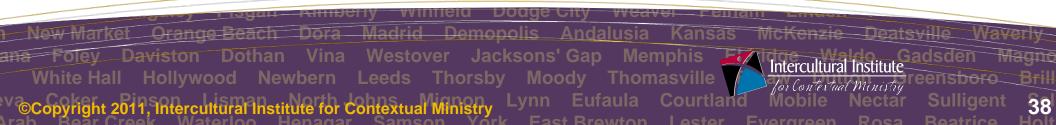
BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	78%	71%	71%	Internet Use: News/ Weather	30%	25%	25%
Use Comp. for Internet/E-mail	62%	53%	52%	Internet Use: Banking	27%	23%	24%
Internet Use: E-Mail	52%	45%	45%	Use Comp. for News/Info./Data	26%	22%	22%
Use Comp. for Word	43%	35%	35%	Service			
Processing				PC-Network-HH Has One	21%	17%	18%
Use Comp. for Comp. Games	42%	35%	35%	Use Comp. for Personal Financia	al 16%	13%	14%
Use Comp. for Shopping	37%	30%	31%	Mngmnt			
Use Comp. for Digital Camera	34%	28%	29%	Use Comp. for Accounting	15%	12%	13%
Photo Editing				Internet Use: Shopping: Gathere	d 14%	13%	13%
Use Comp. for Banking	34%	28%	28%	Info. for Shopping			
Use Comp. for Education	34%	30%	31%	Use Comp. for Filing/DB Mngmn	t 13%	12%	12%
HH Owns DVD Player	31%	27%	28%	Internet Use: Research/ Education	on 13%	12%	12%
				Internet Use: Travel Reservation	s 13%	9%	9%

Lake View Sumiton Hobson City Sweet Water St. Florian Roanoke Thomaston Adamsville Millry For ham Anniston Brantley Lanett McMullen Dodge City Oak Grove Glen Riverview West End-Cobb F Shores Boligee Midland City Ashville Trafford Center Point Altoona Governation Intercultural Institute to Copyright 2011, Intercultural Institute for Contextual Ministry with Copyright 2011, Intercultural Institute for Contextual Ministry Shores Boligee Rider Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	68%	68%	69%
Dining Out (Not Fast Food)	60%	54%	52%
Reading Books	57%	54%	54%
Card Games	42%	40%	40%
Go To A Beach/Lake	38%	33%	33%
Cooking for Fun	38%	36%	36%
Gardening	36%	29%	27%
Board Games	32%	29%	30%
Visit Museum	23%	21%	21%
Going To	20%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	68%	66%	66%
Gen./Fam. Practitioner	39%	37%	35%
Dentist	31%	27%	26%
Eye Dr.	23%	21%	20%
Backache	22%	22%	22%
None Of These	20%	20%	20%
Hypertension/High Blood	20%	20%	20%
Pressure			
High Cholesterol	19%	17%	17%
Any Arthritis	15%	15%	14%
Acid Reflux Disease	14%	14%	14%
(GERD)			



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	31.54%	28.64%	29.29%
Live Theater	24.17%	21.85%	22.6%
Live Theater Most Often	19.86%	17.33%	17.82%
Rock/Pop Concerts Most	16.82%	15.65%	15.62%
Often			
Dance Performance	10.61%	10.98%	11.23%
Comedy Club	9.45%	10.48%	10.95%
Movies: Comedy	40.41%	40.67%	41.47%
Movies: Action/Adventure	39.95%	39.24%	40%
Movies: Drama	22.09%	23.02%	24.29%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	21.34%	21.45%	22.02%
Movies: Fam.	20.59%	20.29%	21.21%
Movies: Mystery	17.54%	19.1%	19.85%
MLB Baseball Reg.	8.36%	7.23%	7.53%
Season			
College Football Reg.	7.2%	5.71%	6.11%
Season			
NFL Football Reg. Season	7.1%	6.35%	6.45%
College Basketball Reg.	4.92%	3.94%	4.38%
Season			
NBA Basketball Reg.	4.36%	3.59%	3.88%
Season			
NHL Hockey Reg. Season	3.45%	2.76%	2.83%

Dauphin Island Roanoke Cedar Bluff Silverhill Falkville Malvern Talladega Woodland Pelham Glenwer Tuithurst Newton Irondale Ragland Cusseta Red Bay Franklin Opp Provident Auburn Natural Bridge Saks Eutaw Birmingham Rehobeth Gantt Providence Haleburg Hu for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Beatrice Brookside Orange Beach Thomaston Huntsville Parrish Ashford Dozier Meridianville Sumi

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7		BRIDGES
	MILES	MILES	MILES		
Walking for Exercise	43.69%	39.61%	39.46%		Baseball
Swimming	33.96%	28.56%	28.68%		Backpacking/Hiking
Bowling	21.26%	20.86%	21.83%	F	ootball
Billiards/Pool	18.69%	17.72%	17.87%	Powe	er Boating
leight Training	18.28%	15.69%	16.16%	Volleyb	all
Jogging/Running	16.72%	16.64%	17.62%	Target S	hooting
Using Cardio Machine	15.73%	13.29%	13.79%	Tennis	
Golf	15.18%	12.03%	12.05%	Yoga	
Freshwater Fishing	15.04%	14.19%	13.65%	Hunting	
Basketball	14.62%	15.71%	16.63%	Softball	
Camping Trips	14.04%	11.25%	10.22%	Soccer	
Mountain/Road Biking	13.93%	11.43%	11.29%	Canoeing/Kayaking	g
Stationary Cycling	13.77%	11.86%	12.19%	Saltwater Fishing	
Aerobics	11.53%	11.3%	11.77%	Roller Skating	

Evergreen Belk Brantley Black Detroit Mountainboro Mount Olive Jemison Pinson Citronelle Ge Wedowee Talladega Springs Newton Dozier Babbie Susan Moore Intercultural Institute illsboro Arley Mignon Oak Grove Dora Autaugaville Madrid Winfield for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Ice Skating	6.04%	5.33%	5.48%
Downhill & X-Country	5.74%	4.39%	4.49%
Skiing			
Motorcycling	5.65%	5.06%	4.76%
Snorkeling	5.4%	4.5%	4.51%
Jet Skiing	5.2%	4.25%	4.29%
Horseback Riding	5%	4.53%	4.37%
Water Skiing	4.68%	3.82%	3.82%
Fly Fishing	4.67%	4.11%	4%
Archery	4.29%	3.7%	3.4%
Racquetball	4.12%	4.28%	4.38%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Sailing	4.07%	3.13%	3.06%
Martial Arts	3.87%	3.45%	3.58%
Hockey	3.79%	3.72%	3.65%
Rock Climbing	3.77%	3.58%	3.39%
Snowboarding	3.68%	3.44%	3.32%
Snowmobiling	3.63%	3.25%	3.06%
Auto Racing	3.23%	3.03%	2.84%
Skateboarding	3.15%	3.22%	3.26%
Rowing	2.97%	2.6%	2.51%
Surfing & Windsurfing	2.93%	2.69%	2.65%

Slocomb Bear Creek West Jefferson Pell City Gurley Arab Anderson Level Plains Hobson City Like and Snead Ashford Decatur Lynn Midland City Uniontown Ashville Intercultural Institute Steele Mobile low Bluff Mosses Dayton Theodore Vina Smiths Station Thomasville Job Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Leeds Chelsea Blountsville Killen Helena Lockbart

Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

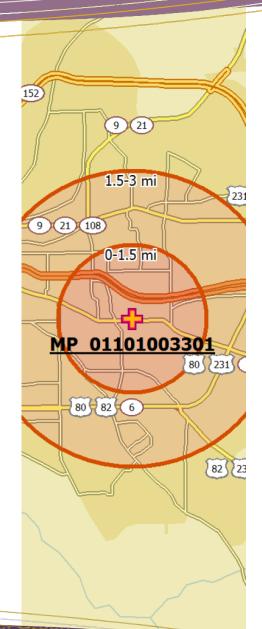
BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



Haleburg Millbrook New Site Andalusia Newton Hanceville Kimberly Demopolis Pell City Loachapoka Columbiana Skyline Grayson Valley Pickensville Red Level Grove Hill Intercultural Institute wood Rehobeth Rockford Muscle Shoals Ariton Hayneville Northport ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

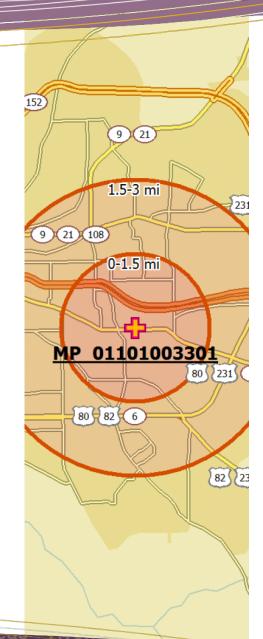
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



Magnolia Springs Powell Lake View Jackson Jacksonville Montevallo Trussville Mility Minor Thomast Bayou La Batre Anniston Satsuma Wetumpka Heflin Rutledge La Fayor Intercultural Institute geville Moores Mill Birmingham County Line Douglas Lanett Chickasa (Soutextual Ministry) Grayson Valle it Copyright 2011, Intercultural Institute for Contextual Ministry Troy Calera Brewton Allgood Clay Napier Field 43

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

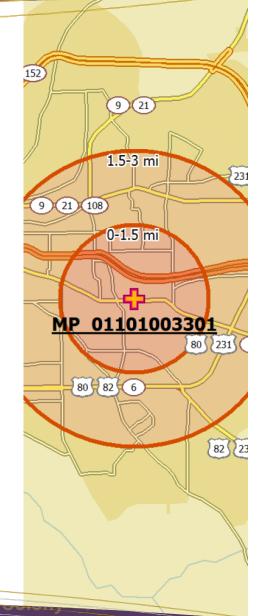
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILI
Important Continue Learning	50%	51%	52%	Like to Stand Out In A Crowd	20%	21%	21%
New Things				Marijuana Should Be Legalized	20%	21%	21%
Prefer To Have Few Possessions As Possible	39%	34%	33%	Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Find It Difficult To Say No To	38%	35%	36%	I Am A Workaholic	17%	21%	23%
My Kids				Rarely Sit Down to a Meal	17%	16%	16%
Speak My Mind Even If It	36%	37%	37%	Together At Home			
Upsets People				Happy With My Standard Of	14%	14%	14%
Woman's Place Is In The Home	33%	32%	33%	Living			
Like Control Over People And Resources	32%	35%	36%	Only Work Current Job for The Money	13%	15%	15%
If Won Lottery Would Never Work Again	31%	26%	27%	We Should Strive for Equality for All	13%	16%	17%
Like To Do Unconventional Things	28%	27%	27%	On Whole People Get What They Deserve	11%	12%	12%
Don't Judge People/Way They Live Life	28%	30%	31%	Indulge My Kids With The Little Extras	9%	9%	9%
Friends More Important Than My Fam.	27%	25%	24%	Little I Can Do To Change My Life	8%	8%	8%
Money Is Best Measure Of Success	26%	25%	25%	I Am A Perfectionist	7%	10%	10%
Too Much Sponsorship In Arts/Sports	22%	26%	27%				

urne Twin Satsuma Henagar Altoona Smiths Station Grimes Graysville West Point Opelika Town Gri Waley Head Geiger Ridgeville Toxey Huntsville Hazel Green Pine Ridger Intercultural Institute II Rainbow City Vance Locust Fork Glen Allen Sumiton Excel Saks for Confectual Ministry Opp Ethelse Copyright 2011, Intercultural Institute for Contextual Ministry City Sipsey Guntersville Billingsley Shorter Boligee 4.

Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Geraldine Hytop Vestavia Hills Ohatchee Mulga Millry Gaylesville Harpersville Hackleburg Fulton Au Hill Talladega Childersburg Daphne Steele Vredenburgh Epes Court Intercultural Institute Gantt Ladonia Livingston Pelham Gurley Repton Pollard Carrollton for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

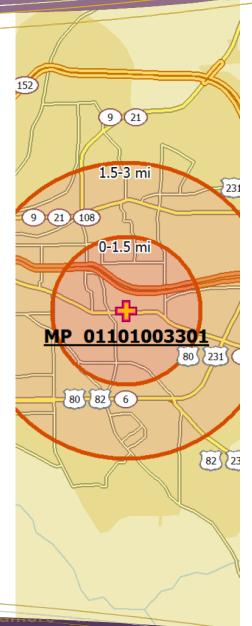
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES	THEMES		0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	64%	58%	59%	Consider Myself Inte Arts	erested In The	19%	21%	21%
You Should Seize Opportunities In Life	58%	57%	57%	Looking for New Ide Home	eas To Improve	16%	18%	18%
Prefer To Have Few Possessions As Possible	39%	34%	33%	Real Men Don't Cry Try Not To Worry Al		15% 15%	16% 16%	17% 16%
Like To Understand About Nature	37%	39%	39%	Future Is An Important Part	t Of Who I Am	15%	16%	16%
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Spending Tim Fam.		12%	13%	13%
Prefer Work Part Of Team Than Alone	33%	35%	37%	Provide My Kids Wit Extras	th The Little	12%	16%	18%
Important To Juggle Various Tasks	30%	33%	33%	Children Should Be Express Themselve	S	6%	7%	7%
Have Keen Sense Of Adventure	28%	28%	28%	Feel Very Alone In 7	The World	5%	6%	6%
Good At Fixing Things	27%	29%	30%	Like Spending Most	Time With	5%	5%	5%
People Have To Take Me As	24%	23%	24%	Fam.				
They Find Me				Would Like To Set U	Jp Own	3%	5%	5%
Like To Just Enjoy Life	23%	22%	22%	Business				
Worried About Pollution Caused By Cars	19%	19%	20%	Decor Particular Inte	erest To Me	3%	4%	4%

a-retersville Snettleig Larrant Grafit Liu

Avon Mountainbore Garden City Lexington Clayhatchee Montgomery Sumiton Higha Crossville Kive et Marion Homewood New Site Pine Ridge Saks Rock Mills Provide And Intercultural Institute Geraldine Red Level Troy Onycha Centre Greensboro Oxford Killen for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Natural Bridge Columbiana Edwardsville Pine Ridge Millbrook Lisman Pine Hill Shorter Centre Gan Tallassee Pike Road Cowarts Mobile Minor Phil Campbell Woodstock Intercultural Institute aster Sanford Orange Beach Springville Thomasville Louisville Colony for Contextual Ministry for Contextual Ministry Southside Fort Payne Pine Apple Elmore La Fay 47

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7	
	MILES	MILES	MILES	
Fast Food/Drive-In	84.68%	83.81%	83.8%	
Restaurant-Visit Any				
Fam. Restaurants/Steak	82.89%	77.64%	77.04%	
Houses-Visit Any				
McDonald's	55.54%	54.37%	54.54%	
Burger King	37.3%	38.75%	38.04%	
Wendy's	31.1%	30.16%	29.98%	
Subway	30.42%	28.68%	28.59%	
Applebee's	29.86%	27.05%	26.71%	
Kentucky Fried Chicken (KFC)	28.9%	30.62%	30.83%	
Taco Bell	28.59%	26.81%	26.05%	
Arby's	21.71%	20.43%	20.15%	
Pizza Hut	21.52%	21.81%	22.02%	
Olive Garden	21.37%	20.1%	19.98%	

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.45%	17.6%	17.55%
Dairy Queen	17.32%	15.69%	14.97%
Outback Steakhouse	15.56%	14.42%	14.51%
IHOP (International House Of	14.84%	15.05%	15.7%
Pancakes)			
Starbucks	14.69%	12.83%	13.7%
Cracker Barrel	14.49%	12.22%	12.15%
Domino's Pizza	14.46%	15.25%	16%
Chili's Grill and Bar	14.04%	12.54%	13.17%
Chick-Fil-A	13.88%	13.47%	14.47%
TGI Friday's	13.24%	14.17%	14.81%
Denny's	13.12%	12.04%	11.63%
Sonic	12.52%	12.48%	12.97%
TGI Friday's Denny's	13.24% 13.12%	14.17% 12.04%	14.81% 11.63%

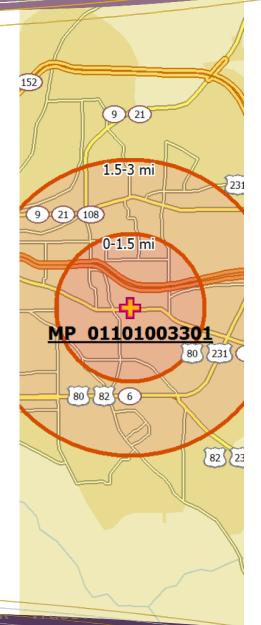
anoke Center Point Hartford Sipsey Linden Sweet Water Gaylesville Lockhart Sneed Chelsea Owens Allgood Autaugaville Rainbow City Midland City Red Bay Leesburg Nountain Brook Vina Kinsey Lanett Clayhatchee Northport Napier Field for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Scumpla Double Springs Haleyville Attalla Centre Boligee Detroit Riverview Lake Purdy Waverly Arab Line Dothan Pollard Geiger Hytop Belk Collinsville South Vinemont Intercultural Institute Intercultural Institute for Contextual Ministry at Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	50.78%	45.52%	44.34%
Recycled products	38.87%	31.2%	30%
Worked as volunteer (non political)	18.55%	15.25%	15.04%
Engaged in fund raising	12.44%	11.62%	11.91%
Religious club member	7.81%	7.69%	7.87%
Wrote to elected offcl about publ bus	6.71%	5.74%	5.62%

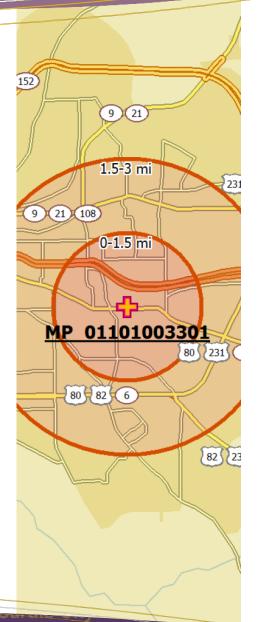
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	6.22%	5.39%	5.41%
Charitable Organization	6.17%	5.26%	5.3%
Took active part in local civic issue	5.81%	5.42%	5.47%
Union member	5.71%	5.06%	5.02%
Addressed a public meeting	5.37%	4.56%	4.64%
Church Board	5.17%	5.59%	5.89%

Lockhart Sylvan Springs Albertville Headland Level Plains West End-Cobb Town Toxey Dora Skylin Gaylesville Moores Mill Boligee West Blocton Dayton Napier Field Gore <u>Intercultural Institute</u> Springs Sila Hamilton Gainesville Pennington Wilsonville Camp Hill Attalla Ardmon *Intercultural Institute* ighton Gadsde Copyright 2011, Intercultural Institute for Contextual Ministry Dauphin Island Marion Vincent Ariton Snead Linc 50

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Pinson Moundville Rehobeth Valley Head Hammondville Woodville Coffeeville Fort Rucker Geneva Ladega Kimberly Bakerhill Sanford Lisman Thomasville Centre Pleasand Intercultural Institute Bear Creek Glencoe Crossville Demopolis Beatrice Fruithurst Haleyville Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Haley Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	18.84%	16.28%	16.51%
Children's Books	13.79%	13.09%	13.34%
Mystery	12.55%	11.03%	10.66%
Cookbooks	11.11%	9.99%	9.47%
Religious (not Bibles)	9.09%	9.41%	9.53%
History	7.81%	6.67%	6.65%
Personal/Business	7.6%	6.92%	6.9%
Self-help			
Biography	7.59%	6.85%	6.88%
Romance	6.72%	7.11%	7.37%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	72.4%	69.38%	68.68%
Gen. Editorial	50.27%	49.76%	50.74%
Womens	42.96%	43.71%	44.93%
Service	35.88%	32.29%	32.21%
Business/Finance	21.29%	19.36%	20.32%
Mens	19.44%	18.85%	18.92%
Sports	16.79%	15.58%	15.56%
Mature Market	13.49%	11.94%	11.54%
Parenthood	13.15%	13.72%	14.1%

Coosada <u>Vina Valley Belk Autaugaville Needham Evergreen</u> Decatur Douglas Garden City Oak drid Kimberly Linden Munford Talladega Springs Mignon Huguley Faura ale Pike Road Blue Springs pern Atmore Vance Kansas Lynn Mentone Butler Priceville Gordon <u>Intercultural Institute</u> Was Spring Solor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	56.36%	52.2%	51.45%
Sport	33.77%	31.65%	31.07%
Business/Finance	32.37%	28.06%	27.58%
Editorial Page	31.98%	28.08%	27.03%
Classified	31.31%	32.74%	32.26%
Movie Listings & Reviews	27.86%	26%	25.78%
Comics	27.41%	25.27%	24.24%
Food/Cooking	26.45%	24.13%	23.63%
TV/Radio Listings	24.82%	23.18%	22.66%
Home/Gardening	23.05%	20.4%	19.92%
Travel	21.97%	19.11%	19.08%
Science/Technology	19.76%	16.72%	16.17%
Fashion	15.56%	16.05%	16.58%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
18.34%	18.56%	18.08%
17.73%	14.73%	13.93%
17.11%	13.69%	12.68%
16.65%	27.4%	30.64%
14.16%	10.54%	9.94%
12.61%	9.97%	8.66%
12.09%	10.71%	10.18%
10.46%	8.11%	7.42%
10.45%	7.69%	6.94%
9.07%	9.58%	9.8%
7.56%	6.96%	7.52%
6.75%	6%	6.08%
6.75%	7.55%	8.41%
6.15%	5.79%	5.73%
5.17%	4.41%	4.31%
4.81%	4.01%	4.08%
4.62%	3.59%	3.58%
3.98%	3.05%	2.78%
	MILES 18.34% 17.73% 17.11% 16.65% 14.16% 12.61% 12.09% 10.46% 9.07% 7.56% 6.75% 6.15% 5.17% 4.81% 4.62%	MILESMILES18.34%18.56%17.73%14.73%17.11%13.69%16.65%27.4%14.16%10.54%12.61%9.97%12.09%10.71%10.46%8.11%10.45%7.69%9.07%9.58%7.56%6.96%6.75%7.55%6.15%5.79%5.17%4.41%4.81%4.01%4.62%3.59%



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

IULTIMEDIA: TV	0-1.5	1.5-3	3-7	MULTIMEDIA: TV	MULTIMEDIA: TV 0-1.5	MULTIMEDIA: TV 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	65.75%	60.78%	60.88%	ABC Fam.	ABC Fam. 26.8%	ABC Fam. 26.8% 24.28%
Satellite Dish	53.59%	49.71%	49.41%	TV Info From Newspapers	TV Info From Newspapers 26.69%	TV Info From Newspapers 26.69% 25.66%
Soapnet	51.57%	49.74%	50.33%	Hallmark Channel	Hallmark Channel 26.55%	Hallmark Channel 26.55% 23.45%
Other Video-On-Demand	40.34%	40.66%	41.31%	TCM (Turner Classic	TCM (Turner Classic 26.17%	TCM (Turner Classic 26.17% 23.73%
Sci-Fi Channel	37.56%	33.89%	34.08%	Movies)	Movies)	Movies)
Comedy Central	35.94%	31.44%	31.36%	The Golf Channel	The Golf Channel 26.06%	The Golf Channel 26.06% 22.24%
MSNBC	34.44%	31.56%	31.93%	Nick At Nite	Nick At Nite 25.92%	Nick At Nite 25.92% 22.63%
Adult Pay Per View TV	33.27%	30.37%	29.39%	USA Network	USA Network 25.67%	USA Network 25.67% 22.97%
TV Info From Sunday TV	28.96%	27.56%	28.36%	BET (Black Entertainment	BET (Black Entertainment 25.08%	BET (Black Entertainment 25.08% 23.97%
Magazine				TV)	TV)	TV)
Subscribe Digital Cable	28.94%	31.76%	33.58%	ESPN2	ESPN2 24.64%	ESPN2 24.64% 24.88%
Nickelodeon	28.29%	25.57%	25.5%	ESPN Classic	ESPN Classic 24.53%	ESPN Classic 24.53% 21.03%
Adult Swim	27.33%	22.62%	22.45%	TV Info From Monthly Cable	TV Info From Monthly Cable 23.51%	TV Info From Monthly Cable 23.51% 22.54%
				Guide	Guide	Guide

Level Beaverton Daleville Walnu

Phil Campbell Indian Springs Village Pickensville Selmont-West Selmont Function Structure Hackleburg Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 201

Video-On-Demand Movies

22.57%

19%

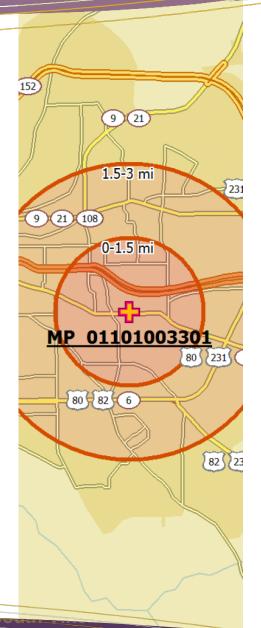
20.17%

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Andalusia Twin Heath Edgewater Argo Midfield Hartselle Skyline Orville Cardiff Leighton Der Kansas Hoover Henagar Somerville West Point Locust Fork Robert Intercultural Institute burg Mignon Lake View Dothan Clay Cleveland Mount Olive Geiger Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	21.71%	18.7%	18.5%
Medium Users (4-6)	11.25%	9.79%	9.8%
Light Users (1-3)	20.48%	20.5%	20.26%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.13%	1.02%
Newspaper II	1.4%	1.83%	1.82%
Newspaper III	2.55%	2.51%	2.56%
Newspaper IV	0.5%	0.37%	0.31%
Newspaper V (Light)	1.08%	0.85%	0.83%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.4%	20.7%	21.55%
Magazines II	8.52%	9.61%	9.92%
Magazines III	9.42%	10.11%	10.68%
Magazines IV	11.92%	12.75%	13.33%
Magazines V (Light)	0.58%	0.75%	0.84%
Outdoor I (Heavy)	7.23%	8.02%	8.2%
Outdoor II	3.37%	3.81%	4.03%
Outdoor III	3.63%	4.87%	5.01%
Outdoor IV	15%	16.17%	16.15%
Outdoor V (Light)	25.07%	24.12%	24.21%
Yellow Pages I	14%	15.32%	15.66%
(Heavy)			
Yellow Pages II	6.35%	7.37%	7.82%
Yellow Pages III	5.56%	7.53%	8.1%
Yellow Pages IV	21.15%	22.4%	22.78%
Yellow Pages V	3.35%	4.37%	4.81%
(Light)			

Florian Springville Somerville Brewton Crossville Wetumpka Jacksons Gap Columbia Trafford Reece wille Opelika Winfield Good Hope Leighton Edgewater Gu-Win Creolar Intercultural Institute Highland Lake Coosada Toxey Level Plains Gordon Eldridge McMu for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Baileyt 56

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

IEDIUM 0-1.5 1.5-3 3-7 MED
MILES MILES MILES
adio Drive Time Quntiles TV Prime Ti
ifths / 20%) / 20%)
rive Time I & II (Heavy) 3.15% 3.58% 3.6% Prime Time I & II (
rive Time III (Medium) 0.62% 0.99% 1.05% Prime Time III (Mediu
adio IV & V (Light) 2.88% 3.39% 3.28% Prime Time IV & V (Light)
adio Media Quntiles (fifths / TV Early/Late Fringe Q
0%) (fifths / 20%)
adio I & II (Heavy) 9.06% 9.85% 10.84% Fringe I & II (Heavy)
adio III (Medium) 4.74% 4.41% 4.39% Fringe III (Medium)
adio IV & V (Light) 3.27% 4.04% 4.17% Fringe IV (Light)
able TV Quntiles (fifths / TV All Day Quntiles (fifths
0%) 20%)
Bable I & II (Heavy) 15.09% 12.86% 13.54% All Day I & II (Heavy)
able III (Medium)4.48%4.93%5.05%All Day III (Medium)
able IV & V (Light) 33.21% 34.49% 35.5% All Day IV (Light)



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.22%	12.18%	11.89%
6:00am - 10:00am	18.69%	17.59%	18.37%
10:00am - 3:00pm	8.3%	12%	12.79%
3:00pm - 7:00pm	13.78%	15.75%	16.25%
7:00pm - Midnight	13.86%	12.93%	13.04%
Midnight - 6:00am	6.48%	7.66%	7.86%
Weekend Radio			
Listeners			
Dayparts [summary]	14.22%	14.64%	14.67%
6:00am - 10:00am	4.38%	4.03%	3.93%
10:00am-3:00pm	6.57%	6.73%	7.1%
3:00pm - 7:00pm	6.9%	8.53%	8.79%
7:00pm - Midnight	9.29%	9.7%	10.23%
Midnight - 6:00am	12.38%	13.63%	14.02%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.79%	7.36%	7.5%
Saturday:	8.09%	8.84%	8.91%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.36%	9.31%	9.32%
9:00am-1:00pm	25.92%	22.63%	22.97%
9:00am-4:00pm	30.01%	26.69%	26.95%
4:00pm-7:00pm	32.11%	29.52%	30.09%
11:00pm-1:00am	42.75%	40.03%	40.57%
AVG Prime time	3.47%	4.25%	4.65%
Mon-Sun			

Grove Guin Bridgeport Sweet Water Reece City Powell Haleburg Kennedy Monroeville Warrior Flomation Weaver Opp Madrid Coaling Hanceville Valley Grande Parrish Mentone Chelsea Littleville Rosa Edgewater Pike Road River Falls Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.26%	17.16%	17.36%		Sat: 7-10am	Sat: 7-10am 19.67%	Sat: 7-10am 19.67% 18.54%
7-9am	24.64%	24.88%	24.93%		Sat: 10am-1pm	Sat: 10am-1pm 7.91%	Sat: 10am-1pm 7.91% 9.46%
9am-12noon	21.3%	17.24%	17.28%		Sat: 1-4pm	Sat: 1-4pm 25.21%	Sat: 1-4pm 25.21% 23.67%
12noon-4pm	8.7%	9.46%	9.68%		Sat: 4-6pm	Sat: 4-6pm 7.09%	Sat: 4-6pm 7.09% 7.86%
4-6pm	52.22%	47.62%	49.04%		Sat: 6-7pm	Sat: 6-7pm 2.15%	Sat: 6-7pm 2.15% 1.93%
6-7pm	19.36%	17.37%	17.11%		Sat: 7-8pm	Sat: 7-8pm 1.15%	Sat: 7-8pm 1.15% 1.14%
7-7:30pm	1.63%	1.75%	1.74%		Sat: 8-11pm	Sat: 8-11pm 8.09%	Sat: 8-11pm 8.09% 8.84%
7:30-8pm	11.07%	10.3%	10.66%		Sat: 11pm-1am	Sat: 11pm-1am 5.56%	Sat: 11pm-1am 5.56% 6.46%
8-11pm	8.79%	7.36%	7.5%		Sat: 1am-7pm	Sat: 1am-7pm 25.67%	Sat: 1am-7pm 25.67% 22.97%
11pm-12am	34.44%	31.56%	31.93%		Sun: 7-10am	Sun: 7-10am 2.27%	Sun: 7-10am 2.27% 2.3%
11pm-1am	42.75%	40.03%	40.57%		Sun: 10am-1pm	Sun: 10am-1pm 6.51%	Sun: 10am-1pm 6.51% 5.88%
1-6am	34.67%	31.87%	32.03%		Sun: 1-4pm	Sun: 1-4pm 6.21%	Sun: 1-4pm 6.21% 5.54%
					Sun: 4-7pm	Sun: 4-7pm 13.36%	Sun: 4-7pm 13.36% 12.49%
					Sun: 7-11pm	Sun: 7-11pm 10.36%	Sun: 7-11pm 10.36% 9.31%
					Sun: 11pm-1am	Sun: 11pm-1am 4.97%	Sun: 11pm-1am 4.97% 5.15%
					Sun: 1-7am	Sun: 1-7am 21.97%	Sun: 1-7am 21.97% 20.27%

Hayneville Rock Hills Talladega Summerdale Huguley Douglas Decatur Smoke Rise Loxley Webb Blountsville Oak Grove Moulton Fayette Carolina Sheffield Sanford Intercultural Institute Lakeview Hayden Epes Maplesville Geneva Twin Daphne Chels for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Hope McIntosh Fairview Foley Creola Babbie Alton

Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

- 1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

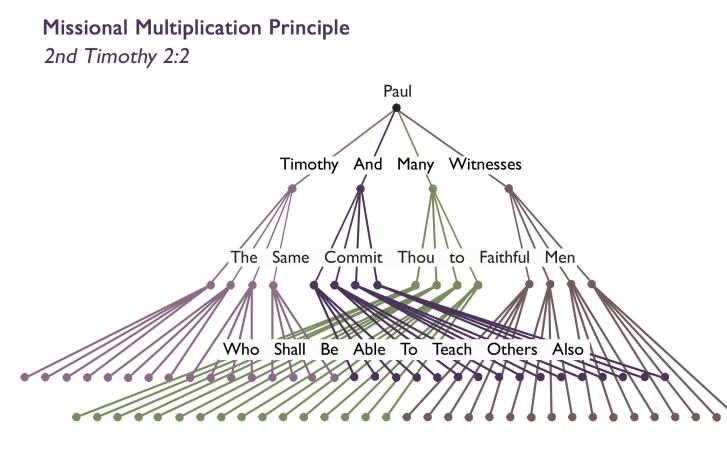
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Brewton Mulga Harpersville Talladega Sumiton West Blocton Malvern Jacksons Gap Mount Vernon Y Highon Eva Cullman Excel Dothan Cherokee Silas Carbon Hill Mary Intercultural Institute Monroeville Arley Stevenson Prattville Southside Smoke Rise Sar Intercultural Institute for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Baileyton Attalla McIntosh Alexander City, Red Bay

Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



n Sand Rock Rosa Hayneville Daviston Hackleburg Point Clear Vance Hokes Bluff Killen Cuba Men Cedar Bluff Edwardsville Frisco City Glencoe Hodges Horn Hill Oakmara Intercultural Institute Nabaster Red Bay Rockford Montgomery Prichard Gilbertown Ragland Intercultural Institute Piedmont Aubur Confectual Ministry Webb Flora 62

Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



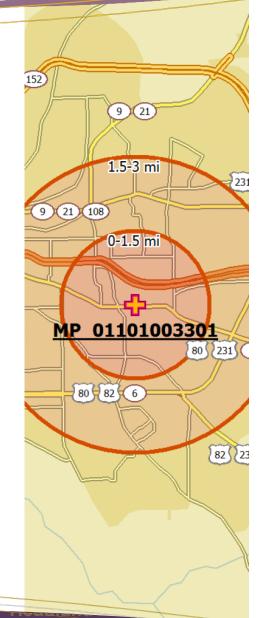


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

sburg McIntosh Hillsboro Yellow Bluff Woodville Birmingham Gant Scottsboro Goldville Autaugaville Samson Irondale Horn Hill Hackleburg Midfield Camp Hill Concord Priceville Columbia Les Cottonwood Grand Bay Dodge City Good Hope Nectar Underwood-Performerville Totontextual Ministry Cotton Georgiana Wetumpka Summerdale B65

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Heritage	1849 Perry Hill Rd Montgomery, AL 36106	1.17 mi	775	Plateauing
2	Eastern Hills	3604 Pleasant Ridge Rd Montgomery, AL 36109	1.29 mi	789	Plateauing
3	McGehee Road	2877 McGehee Rd Montgomery, AL 36111	1.45 mi	187	Plateauing
4	Highland Avenue	PO Box 70006 Montgomery, AL 36107	1.45 mi	164	Plateauing
5	Capitol Heights	2514 Madison Ave Montgomery, AL 36107	1.65 mi	236	Declining
6	Morningview	125 Calhoun Rd Montgomery, AL 36109	2.05 mi	427	Declining
7	Cloverdale	608 E Fairview Ave Montgomery, AL 36106	2.07 mi	103	Declining
8	Dalraida	3838 Wares Ferry Rd Montgomery, AL 36109	2.14 mi	305	Plateauing
9	Hope Community Church	PO Box 11091 Montgomery, AL 36111	2.19 mi	60	Declining
10	Faith and Grace	4020 Wallace Dr Montgomery, AL 36116	2.34 mi	25	Plateauing
11	Eastmont	4505 Atlanta Hwy Montgomery, AL 36109	2.58 mi	1,068	Declining
12	Central Community Church	981 S Perry St Montgomery, AL 36104	2.61 mi	55	Declining
13	Montgomery First	305 S Perry St Montgomery, AL 36104	2.79 mi	1,358	Growing
14	Ridgecrest	5260 Vaughn Rd Montgomery, AL 36116	2.80 mi	444	Declining
15	River Region Korean	305 Š Perry St Montgomery, AL 36104	2.83 mi	0	Plateauing

n Cardiff Childersburg Riverside Wadley Gordo Westover Dodge City Helena Gaylesville Orange Bea eta Toxey Banks Dadeville Roanoke Loachapoka Edwardsville Hodger Intercultural Institute New Market Kansas Kellyton Lynn Mulga Southside Atmore Holly Por Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Highland Gardens	2014 Johnson St Montgomery, AL 36110	3.08 mi	110	Declining
17	Valley Park	3820 Woodley Rd Montgomery, AL 36116	3.49 mi	62	Declining
18	Walk With Jesus Daily Ministries	2435 Lower Wetumpka Rd Montgomery, AL 36110	3.60 mi	41	Plateauing
19	Yarbrough Street	PO Box 210324 Montgomery, AL 36121	3.65 mi	115	Declining
20	Lao New Life	125 Calhoun Rd Montgomery, AL 36109	3.85 mi	21	Plateauing
21	Gateway	3300 Bell Rd Montgomery, AL 36116	4.03 mi	196	Plateauing
22	Chisholm	2938 Lower Wetumpka Rd Montgomery, AL 36110	4.18 mi	114	Declining
23	St. James Holt Crossing	3033 Vaughn Rd Montgomery, AL 36106	4.26 mi	83	Declining
24	Westside	2510 Westgate St Montgomery, AL 36108	4.31 mi	134	Plateauing
25	Eastdale	400 N Burbank Dr Montgomery, AL 36117	4.34 mi	317	Declining
26	Victory	5795 Narrow Lane Rd Montgomery, AL 36116	4.42 mi	44	Growing
27	Pinedale	4785 McInnis Rd Montgomery, AL 36116	4.59 mi	58	Plateauing
28	Memorial Heights	3182 Bozeman Dr Montgomery, AL 36108	4.75 mi	83	Declining
29	Bible Missionary	2750 Tremont St Montgomery, AL 36110	4.96 mi	64	Growing
30	Taylor Road	1685 Taylor Rd Montgomery, AL 36117	5.36 mi	549	Growing

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Open Acres	47 Maplewood Dr Montgomery, AL 36110	5.50 mi	71	Plateauing
32	Trinity	2700 Old Selma Rd Montgomery, AL 36108	5.89 mi	42	Declining
33	Eastern Oaks	7505 Wares Ferry Rd Montgomery, AL 36117	6.10 mi	94	Plateauing
34	Southlawn	5340 Mobile Hwy Montgomery, AL 36108	6.62 mi	81	Declining
35	Thorington Road	450 Ray Thorington Rd Montgomery, AL 36117	6.83 mi	270	Plateauing
36	Vaughn Forest	8660 Vaughn Rd Montgomery, AL 36117	6.84 mi	998	Growing
37	Bridgeview	1460 Anderson Rd Montgomery, AL 36110	7.13 mi	36	Growing
38	Lakeview	9225 Atlanta Hwy Montgomery, AL 36117	7.24 mi	139	Plateauing
39	Snowdoun	6564 Norman Bridge Rd Montgomery, AL 36105	8.18 mi	69	Growing
40	Hunter Station	4700 Birmingham Hwy Montgomery, AL 36108	8.33 mi	68	Declining
41	Catoma	4300 Old Selma Rd Montgomery, AL 36108	8.68 mi	195	Growing
42	Mountain View	1025 Rifle Range Rd Wetumpka, AL 36093	8.75 mi	202	Plateauing
43	First Southern	PO Box 88 Hope Hull, AL 36043	9.02 mi	64	Plateauing
44	Blue Ridge	4471 Jasmine Hill Rd Wetumpka, AL 36093	9.30 mi	174	Declining
45	Green Ridge	68 Albritton Ln Wetumpka, AL 36093	9.60 mi	8	Plateauing

Rock Creek Ladonia Excel Arley Ashford Carbon Hill Kansas Phil Campbell Needham Fairview Vred Notasulga Irondale Elberta Locust Fork Mulga Midfield Moundville Charbon Calera Lynn Fyffe Sheffield Margaret Leighton Woodstock Hodges Woodland Deats for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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